

Attendance Zoo



KPI Owner: Stephanie Moore

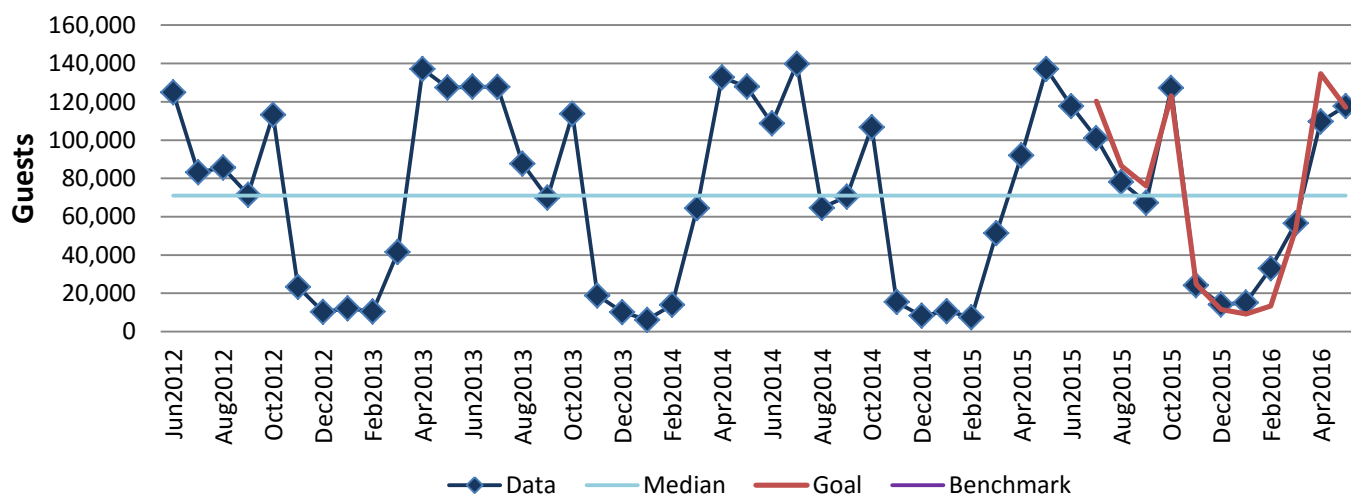
Process: Attendance

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
<p>Baseline: Oct. 2012-Sep. 2013: 888,580 guests</p> <p>Goal: Increase Zoo Attendance to meet or exceed monthly projections</p> <p>Benchmark: TBD</p>	<p>Data Source: Attendance Summary Report</p> <p>Goal Source: Zoo Records</p> <p>Benchmark Source: TBD</p>	<p>Plan-Do-Check-Act Step is Unclear</p> <p>Measurement Method: The monthly number of visitors at the Zoo</p> <p>Why Measure: To understand the Zoo's financial sustainability</p> <p>Next Improvement Step: Evaluating and hosting seasonal exhibits. Evaluating dynamic pricing. Currently updating master plan.</p>

How Are We Doing?

Jun2015-May2016 12 Month Goal	Jun2015-May2016 12 Month Actual		May2016 Goal	May2016 Actual	
770,200	861,978		117,100	117,767	
Guests	Guests		Guests	Guests	

Attendance



Root cause analysis is not necessary because there is no gap between the goal and current performance.